

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Greer Margolis Mitchell Burns, Inc (GMMB)**  
**3050 K St NW**  
**Washington, DC 20007**

<u>Contract / Revision</u> 477036 /		<u>Alt Order #</u> 06146326
<u>Product</u> J OCEGUERA 4 CONGRES		
<u>Contract Dates</u> 10/09/12 - 10/15/12		<u>Estimate #</u> 1186
<u>Advertiser</u> J Ocegura 4 Congress		<u>Original Date / Revision</u> 10/04/12 / 10/04/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 104	<u>Product Code</u> 111
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 1	KVVU	10/09/12	10/15/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	0	\$0.00
D 2	KVVU	10/09/12	10/15/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	0	\$0.00
N 3	KVVU	10/09/12	10/15/12	Katie Couric	2-3p		:30			NM	6	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/12	10/15/12	MTWTF--	1			\$150.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	KVVU	10/15/12-10/15/12	Katie Couric	1-2pm	M-----	:30		\$275.00	NM		
	Ⓜ MG for 10.3,3.1,4.2,6.3,18.1,5.1,8.4,20.1,15.1,16.1											
	5	KVVU	10/15/12-10/15/12	Anderson Cooper	2-3p	M-----	:30		\$300.00	NM		
	Ⓜ MG for 10.3,3.1,4.2,6.3,18.1,5.1,8.4,20.1,15.1,16.1											
	6	KVVU	10/15/12-10/15/12	Dr Oz	3-4p	M-----	:30		\$350.00	NM		
	Ⓜ MG for 10.3,3.1,4.2,6.3,18.1,5.1,8.4,20.1,15.1,16.1											
	7	KVVU	10/15/12-10/15/12	Special Early News	Special Early News	M-----	:30		\$550.00	NM		
	Ⓜ MG for 10.3,3.1,4.2,6.3,18.1,5.1,8.4,20.1,15.1,16.1											
	8	KVVU	10/15/12-10/15/12	BB League Championships	1pm-8pm	M-----	:30		\$3,250.00	NM		
	Ⓜ MG for 10.3,3.1,4.2,6.3,18.1,5.1,8.4,20.1,15.1,16.1											
D 4	KVVU	10/09/12	10/15/12	Anderson	3-4p		:30			NM	0	\$0.00
D 5	KVVU	10/09/12	10/15/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
N 6	KVVU	10/09/12	10/15/12	Fox 5 News at 5	5-530p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/12	10/15/12	MTWTF--	1			\$550.00				
N 7	KVVU	10/09/12	10/15/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/12	10/15/12	MTWTF--	1			\$450.00				
N 8	KVVU	10/09/12	10/15/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/12	10/15/12	MTWTF--	2			\$625.00				
N 9	KVVU	10/09/12	10/15/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/12	10/15/12	MTWTF--	3			\$725.00				
N 10	KVVU	10/09/12	10/15/12	MORE Access	6-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

Contract / Revision	Alt Order #
477036 /	06146326

Contract Dates	Product	Estimate #
10/09/12 - 10/15/12	J OCEGUERA 4 CONGR	1186

Advertiser	Original Date / Revision
J Ocegura 4 Congress	10/04/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				1	\$400.00			
N 11	KVVU	10/09/12	10/15/12	Extra	M-F 7-730p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				1	\$625.00			
N 12	KVVU	10/09/12	10/15/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$700.00			
N 13	KVVU	10/09/12	10/15/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$275.00			
N 14	KVVU	10/13/12	10/13/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$1,500.00			
D 17	KVVU	10/14/12	10/14/12	NFL Late Game	NFL Late Game		:30			NM	0	\$0.00
D 19	KVVU	10/14/12	10/14/12	Fox News Sunday 8-9a	8-9a		:30			NM	0	\$0.00
D 21	KVVU	10/10/12	10/10/12	The X Factor	The X Factor		:30			NM	0	\$0.00
N 22	KVVU	10/09/12	10/14/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWT--S				1	\$95.00			
N 23	KVVU	10/09/12	10/12/12	Better	M-F 11a-12p		:30			NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				1	\$195.00			
Totals											22	\$14,190.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	22	\$14,190.00	\$12,061.50
<b>Totals</b>	<b>22</b>	<b>\$14,190.00</b>	<b>\$12,061.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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FAX# 610-225-1191  
HARRIS REPORT FROM REP OCT4/12 09.42  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

REP. #	OFF. # 762	SALESMAN #
BUYER NAME	MAURA GILROY	
SALES PRSN	PH- TERESA DIFURIA	

ORDER # \_\_\_\_\_ CONTRACT # 6146326

CLASS: NATL. LOCAL REGIONAL

PRDCT	<u>J OCEGUERA 4 CONGRES</u>	<u>EST#1186</u>	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES	OCT9/12	OCT15/12	WK-1
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CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT4/12 09.42

REP: TO ROSE

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**REVISION
SEE LINES 1-14 26 17 19 21 ADD 27-28
NEW TOTAL $14190 (-11950)
PLS CNF THANKS

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STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

JOHN OCEGUERA FOR CONGRESS

[illegible]

AGENCY ADVERTISER CODE = 104      AGENCY EST# = 1186  
AGENCY PRODUCT CODE = 111

1	*	1000A-1100A	30	\$250.00	10/9	10/15	0	TT-F,M	C
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PROGRAM : DR OZ
ORD COM1 : CANCELED SPOTS
CON COM1 : DR OZ
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
9	*		600A-700A PROGRAM : FOX5 NEWS 6A ORD COM1 : CANCELED SPOTS CON COM1 : FOX5 NEWS 6A	30		\$725.00	10/9	10/15	3		TU-F,M	3
10	*		630P-700P PROGRAM : MORE ACCESS ORD COM1 : CANCELED SPOTS CON COM1 : MORE ACCESS	30		\$400.00	10/9	10/15	1		TU-F,M	1
11	*		700P-730P PROGRAM : EXTRA ORD COM1 : CANCELED SPOTS CON COM1 : EXTRA	30		\$625.00	10/9	10/15	1		TU-F,M	1
12	*		700A-900A PROGRAM : FOX5 MORNING NEWS ORD COM1 : CANCELED SPOTS CON COM1 : FOX5 MORNING NEWS	30		\$700.00	10/9	10/15	2		TU-F,M	2
13	*		900A-1000A PROGRAM : MORE LAS VEGAS ORD COM1 : CANCELED SPOTS CON COM1 : MORE LAS VEGAS	30		\$275.00	10/9	10/15	2		TU-F,M	2
14	RZ		1000P-1100P PROGRAM : FOX 5 NEWS AT 10PM SAT ORD COM1 : REVISED RATE CON COM1 : FOX 5 NEWS AT 10PM SAT	30		\$1,500.00	10/13	10/13	1		SAT	1
17	*		100P-400P PROGRAM : FOX NFL (GAME 2) ORD COM1 : CANCELED SPOTS CON COM1 : FOX NFL (GAME 2)	30		\$8,500.00	10/14	10/14	0		SUN	0
19	*		800A-900A PROGRAM : FOX NEWS SUNDAY ORD COM1 : CANCELED SPOTS CON COM1 : FOX NEWS SUNDAY	30		\$850.00	10/14	10/14	0		SUN	0

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2	*		1000P-1100P	30		\$2,150.00	10/9	10/15	0		TU-F,M	0
PROGRAM : FOX 5 NEWS AT 10P												
ORD COM1 : CANCELED SPOTS												
CON COM1 : FOX 5 NEWS AT 10P												
3	*		200P-300P	30		\$275.00	10/9	10/15	1		TU-F,M	1
PROGRAM : KATIE COURIC												
ORD COM1 : CANCELED SPOTS												
CON COM1 : KATIE COURIC												
26	R		430P-800P	30		\$3,250.00	10/15	10/15	1		MON	1
PROGRAM : NLCS GAME												
ORD COM1 : SPOTS N/A DUE TO NLCS GAME. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 22-26												
4	*		300P-400P	30		\$300.00	10/9	10/15	0		TU-F,M	0
PROGRAM : ANDERSON COOPER												
ORD COM1 : CANCELED SPOTS												
CON COM1 : ANDERSON COOPER												
5	*		400P-500P	30		\$350.00	10/9	10/15	0		TU-F,M	0
PROGRAM : DR OZ												
ORD COM1 : CANCELED SPOTS												
CON COM1 : DR OZ												
6	*		500P-530P	30		\$550.00	10/9	10/15	1		TU-F,M	1
PROGRAM : FOX 5 NEWS AT 5PM												
ORD COM1 : CANCELED SPOTS												
CON COM1 : FOX 5 NEWS AT 5PM												
7	*		500A-600A	30		\$450.00	10/9	10/15	1		TU-F,M	1
PROGRAM : FOX5 NEWS 5A												
ORD COM1 : CANCELED SPOTS												
CON COM1 : FOX5 NEWS 5A												
8	*		530P-600P	30		\$625.00	10/9	10/15	2		TU-F,M	2
PROGRAM : FOX 5 NEWS AT 530PM												
ORD COM1 : CANCELED SPOTS												
CON COM1 : FOX 5 NEWS AT 530PM												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
21	*		800P-930P	30		\$5,350.00	10/10	10/10	0		WED	0
PROGRAM : X FAXTOR ORD COM1: CANCELED SPOTS CON COM1: X FAXTOR												
27	A		430A-459A	30		\$95.00	10/9	10/15	1		TU-F,M	1
PROGRAM : NEWS ORD COM1: ADD TO SCHED CON COM1: NEWS												
28	A		1100A-1200N	30		\$195.00	10/9	10/15	1		TU-F,M	1
PROGRAM : BETTER ORD COM1: ADD TO SCHED CON COM1: BETTER												

OCT/12    14190.00    CONTRACT TOTAL    14190.00  
 TOTAL SPOTS    22

MARKET TOTALS \$104,560    KVVU 25%    KSNV 21%    KLAS 29%    KTNV 24%    KVMY 0%    KVCW 0%    CABL 0%  
 KTUD 1%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE    A-ADD    B-BUY TYPE    C-CANCELLED    DE-DELETE    E-EFF DATES    L-LENGTH    M-MAKEGOOD    N-PROGRAM NAME  
 P-CLASS, PLAN, SECT    Q-PAID PGM    R-RATE    S-SPOTS PER WEEK    T-TIME    X-LATE    Y-DAYS    Z-COMMENTS    \*-MULTIPLE